

## What Does "TORRANCE" Mean To You

No one knows better—no one can know better—than the man who lives in Torrance or who works in Torrance, how great an idea the Torrance idea is, how well it is being worked out.

Torrance—the Modern Industrial City—was needed. Such a center of manufactures had to be provided, in the development of Industry in Southern California. And Torrance, built to meet that need, is not merely a place where factories may find sites, and workmen may build homes, but is a systematic, scientific, carefully-thought-out development.

Through a period of industrial depression, Torrance the Industrial City has still advanced. The factories there are enlarging their plant and working forces. More factories are coming. With the general revival of business, with the opening of the Panama Canal, with the rapid growth of industry on the Pacific Coast, Torrance must grow rapidly, consistently, permanently into a large and prosperous town.

What does this mean to you? Nothing. Unless you own some property in Torrance.

If you own Torrance property, this means to you that you share in the growth and development of Torrance. It means that every new factory, every new workman, every new job adds its proportionate gain to your holdings.

Where can you find such improvements in a residence district as in Torrance? Where can you find so permanent a business district as in Torrance? Where can you find better living conditions than in Torrance? Then why not own property in Torrance, why not build in Torrance, why not live in Torrance, and make the weekly record of achievement in Torrance mean something to you?

The prices of Torrance lots business and residence, are low. The terms are easy. They were made so low and so easy, because the men who devised this industrial city intended that the residents could and should share in the fruits of its success. And to buy a lot is the only way you can share that success. A small payment down, five years to complete payments. Who is there, knowing Torrance, can doubt a large increment long before payments are completed.

### THOMAS D. CAMPBELL & COMPANY

Los Angeles, California

Sales agents for the Dominguez Land Corporation, owners of the city of Torrance. Torrance office opposite the Pacific Electric Station.

## EPOCH-MAKING CROPS PREDICTED THIS YEAR

Produce Men, in Close Touch with Conditions, Declare That the Orchards and Gardens of Southern California Will Surpass Themselves—Early Fruit and Vegetable Shipments Already Made.

Southern California stands on the threshold of one of the most profitable and prolific agricultural and horticultural epochs of its history. To estimate the millions that will come from the soil is a task that not an expert in any line of the industry of fruit or vegetable production, packing or shipping, will venture.

The contribution to the food supply will not only be local, but will be world-wide. Our markets are continually expanding and increasing and this section of the country stands in the front rank of exporters of products of the soil. Orders for Southern California dried fruits, for 1914 delivery, are already coming from China, from England, from Australia and from other parts of the world.

## CALIFORNIA THIRD IN NEW STEAM ROAD MILEAGE

But two states lead California in 1913 in the construction of new steam line mileage, according to official figures issued by the Railway Gazette. They were Montana and Texas, with, respectively, 377 and 367 miles of new track, as compared with the construction of 230 additional miles of track in this state during the year. In Arizona the new construction amounted to 113 miles, and in Nevada to 98 miles.

In detail, the new construction in the state showed the usual consistent gains by the south half of the state, with a total of sixty miles of new first track and twenty-five miles of second track.

## EDISON COMPANY WILL REDUCE LIGHTING RATES

The Southern California Edison Company has filed with the State Railroad Commission a revised schedule reducing rates in practically all of Southern California. It provides a maximum lighting rate of seven cents per kilowatt hour. The new rate is effective March 1st of the present year.

It is estimated that the reduction will save consumers \$200,000 annually. It will be felt chiefly in Los Angeles, Riverside, Orange and San Bernardino counties. It is to be applied to every community served except where rates are already fixed by city ordinance.

Wyoming Journal: The other day an editor was solicited to join a lodge and was handed a petition printed by a supply house; he got a dun from a merchant mailed in a government stamped envelope and written on a gargling oil statement; he made a purchase in a store and got a duplicate bill printed in Chicago and wrote his check on a blank printed in St. Joseph. Ye Gods how can an editor be expected to join lodges and pay his bills on such treatment as that, and all the while tell the people to trade at home? Ever think of it? Editors have to eat dried herring and stand for anything.

Every advertisement in this newspaper is NEWS and every news article is an ADVERTISEMENT.

Isades and Riverside Drive are charming by nature, highly improved by art. But when Los Palos Verdes is brought to the acme of possibility, all the other residential tracts on earth will have to take a back seat, and very far back.

### THE COLONIAL

Single Rooms, \$2 to \$3 per week  
Two Persons in Room, \$3 and \$3.50 per week  
Rooms with Private Bath, \$3.50 and \$4 per week  
Monthly Rates on Application  
Hot and Cold Running Water in Each Room  
Shower Baths  
Torrance California

Sunset Phone 25 21807 Andreo St.  
**Dr. Norman A. Leake**  
Office Hours: 8 to 10 a. m., 2 to 4 p. m.  
Physician and Surgeon for the  
Union Tool Works  
Torrance California

**A. H. FOSTER**  
ATTORNEY-AT-LAW  
Phones A 4881 Main 6913  
1015 Title Ins. Bldg., Los Angeles, Cal.

### When You Buy Jewelry

You want to buy from the man whom you know is dependable, carries good goods and must treat you right to get your business year after year.

THE KODAK STORE

**A. DePaemelaere - Jeweler**

Gardena California

### Gardena Bakery

N. Ramseyer, Prop.

Cakes, Pies, Cookies - Pastry of All Kinds

Auto Delivery to Your Door

HOME PHONE 362

GARDENA

### Collier's

The National Weekly

**First Time in Clubs**  
Until this year Collier's has been sold at \$5.50. Now the price is \$2.50 and we have secured a concession whereby we can offer it at a still further reduction in connection with this publication.

### Special Offer to Our Readers

Recognizing the great demand for Collier's at the new price, we have made arrangements to offer it and our own publication each one year for the price of Collier's alone. This is a limited offer and must be taken advantage of promptly.

### What You Get in Collier's

Collier's is the one big, independent, fearless weekly of the whole country. Not only is it the good citizen's handbook but it is also a magazine for the whole family. Among the things that a year's subscription gives are:

1000 Editorials  
600 News Photos  
250 Short Articles  
150 Short Stories  
100 Illustrated Features  
2 Complete Novels

Collier's . . . \$2.50 } Both for only  
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### National BUSINESS COLLEGE

Sixth floor, Chamber of Commerce building, 130 South Broadway, Los Angeles, Cal.

The best equipped school in California. Courses in Gregg and Pitman Shorthand, Bookkeeping, Banking, Dictaphone, Fisher Billing, Multi-graphing, Comptometer. Tuition \$10 monthly, \$100 twelve months. Broadway 3838; A 2644.



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### TWO NOTABLE PIECES OF STATUARY AT THE PANAMA-PACIFIC EXPOSITION, SAN FRANCISCO, 1915.

STRIKING examples of the decorative sculpture at the Panama-Pacific International Exposition are shown in these two illustrations. At the left is "Rain," by Albert Jaegers, a figure that will be a companion to "Sunshine," by the same sculptor, ornamenting the Court of the Four Seasons in the main group of exhibit palaces. The camel with its Mohammedan rider is by Frederick G. R. Roth.

### A New Tuxedo

When the leading New York banker and his associates purchased the Rancho Los Palos Verdes, lying along the slightly bluff between Redondo and San Pedro and overlooking the Pacific Ocean, it was very evident that the purchase was not made to grow alfalfa, feed hogs or establish a dairy. With each passing week comes to light the purpose in the mind of the millionaire purchaser and his associates. The vast tract has been surveyed, and landscape gardeners are working out plans for streeting the tract and adorning it with trees and shrubbery. The ranch comprises 16,000 acres, and the wide world presents nothing with greater possibilities as a seaside resort. Those in connection with it tell us now that the purpose is to create here on the western shore something like Tuxedo Park, where the people of wealth and taste of New York have their homes in so large a degree. The Hudson River, the Pal-

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